



Visiting Scholar Speaker Series

**Kenneth Osgood**  
Mershon Center

**"The New Diplomacy: Propaganda and U.S.  
Foreign Relations in the Early 20th Century"**

Every major foreign office in the world ... is doing things today which it would have considered startling, if not improper, even ten years ago," an American official observed in the mid-20th century. He was speaking about propaganda, and about the increasingly commonplace act of meddling in the internal affairs of other countries. When he spoke, propaganda had already become an established fact of international relations. Gradually over the first half of the 20th century, the ancient art of diplomacy was transformed by the ongoing communications revolution. Foreign policy experts increasingly acknowledged that negotiations needed to take place on two levels: the diplomatic level between governments and the popular level to win international support for policies. Propaganda emerged as a critical element of the nation's foreign policy: not only publicizing ideas and manipulating minds, but changing the very act of diplomacy itself.

**Tuesday, October 21, 2003**  
**12:00 p.m. \***  
*Mershon Center*  
*Room 120*

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Kenneth A. Osgood received his Ph.D. in history from the University of California at Santa Barbara. His research explores the relationship between propaganda, culture, and diplomacy. Osgood has written several articles on propaganda and psychological warfare, including "Form before Substance: Eisenhower's Commitment to Psychological Warfare and Negotiations with the Enemy," *Diplomatic History* (Summer 2001). He is also the co-editor (with Klaus Larres) of *The Cold War After Stalin's Death: A New International History*, forthcoming in Rowman & Littlefield's "Harvard Cold War Series." While at the Mershon Center, he will be working on his book, *Total Cold War: U.S. Propaganda in the Free World, 1953-1960*, which will be published by the University Press of Kansas. The work analyzes how propaganda concerns permeated diverse aspects of U.S. foreign relations — such as economic aid, space exploration, cultural and educational exchanges, tourism, disarmament negotiations, and diplomacy. Before coming to OSU, Osgood was an associate coordinator of the Center for Cold War Studies; he was a fellow of the Institute on Global Conflict and Cooperation; and he served on the council for the Society for Historians of American Foreign Relations. He is also an assistant professor of history at Florida Atlantic University.

\*R.S.V.P. to [Ann Powers](#) if you plan to attend this event.